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Land Use Planning Ushers in New Phase of Agriculture

M. L. WILSON, Director of Extension Work

■ We are living in one of the most rapidly changing times of human history. Farming and rural life are changing as rapidly as the other elements in society. Although nearly everyone now agrees that we are living in a fast-changing time, there is a good deal of disagreement as to what is causing the changes, where we are going, and what we can do about it. Those of us who are primarily interested in agriculture and farm life are greatly concerned as we look to the future, yet I believe we are filled with hope that there is going to evolve out of this complex, changing time a higher and better form of rural life and a more stable form of agriculture in the whole Nation.

Rapidly changing conditions have brought emergencies. To meet these emergencies, during the last decade has come into existence a national agricultural program. I do not believe that anything is being done by these Federal agricultural agencies that could have been done by the counties or States throughout the Nation; nor do I think that there is any part of our national program which was not eagerly sought for by the farmers and the national farm organizations of the country.

These national programs are here to stay. The farmers of the Nation are not going to give them up any more than they are going to give up the agricultural colleges and experiment stations or the Extension Service. The real problem, then, is to make them, good as they are, still better. We need to develop ways and means so that all the agencies in agriculture—the Federal agencies, the State agencies, the local agencies, and the individual farmer on the land—can go along in cooperative teamwork in true democratic style, in this work of building a better civilization and rural life. This problem of getting teamwork and of using the functions of government and the resources of the local community and county, the thinking and participation, the judgments and responsibilities of the people on the land as a basis for unified local programs is the central problem of a new phase of our agricultural life.

All agriculture, all farm life, rest on the use of the land. There is an old proverb, "Under all, the land." The underlying assumption is that, if things can be worked out so as to get the best out of the land, a lot of our problems in agriculture will be as nearly solved as man is capable of solving them with his present knowledge, limitations and abilities.

Solving the Surplus Problem

If we practiced a complete conservation type of farming in this country, with the proper relationship between the soil-conserving and soil-depleting crops, and with proper emphasis upon a live-at-home farm economy, then a great deal of our agricultural surplus problem would be solved. The Agricultural Adjustment Administration has started us thinking, and we have moved with it a long way in that direction; but we still have a great distance to go.

In agriculture, more perhaps than in any other field, the personnel of the agricultural colleges and the Department of Agriculture are and have been working together harmoniously for many years. I think a main strength of the land use planning work is that it recognizes that good policies are arrived at by a merging of ideas.

Now it is clear that when a committee starts to work studying and analyzing districts in their county, it does so by a process of exchanging ideas. One farmer knows how much a certain area of land, say, in a creek bottom, has produced over a long time, what crops it has been planted to, and other useful things about it. Another knows the characteristics of another area. Scientific specialists and administrators of the action programs have information and judgments to contribute. In the course of integrating these ideas and of deciding the proper use of some land of doubtful quality, the committee members have to compromise opinions and arrive at conclusions. This is an important point, because it goes to the heart of the whole question of policy formulation in a democratic country such as ours. As a medium of reconciling con-

flicting demands, the land use planning program affords a workable means for cooperation of individuals, interests, and institutions. The closer to the roots of our policy-forming we can go in setting up methods of compromise and consultation, the nearer we come to the avoidance of conflict when policy is translated into programs through the action of Congress and the work of administrators.

We have the science, the educational institutions, particularly the Extension Service, the machinery, the technology, the natural resources, the background of our historical traditions with which to build a great democratic rural civilization in which there is well-being for all. With our new instruments, new hopes, and new philosophy of rural life that I think is developing, I feel that we are going to make great use of this democratic land use planning machinery which places the responsibility primarily with the farmers and which makes available to them the scientific knowledge of the College of Agriculture and the Department of Agriculture. I think that with this approach all instruments of government can be used so that local initiative and responsibility can play their full share in giving them direction.

I can see through such procedure permanent improvement in the matter of farm income, a decided decline in rural poverty, a steady improvement in the situation with reference to tenancy, a rapid increase in the number of farm owners, the elimination of destructive soil erosion, and a permanent kind of agriculture. I hope we shall find a way of greatly improving the farmhouses and of making rural electricity as abundant in the country as in the city. I think we are going to make great progress in the live-at-home program. We are going to develop a new self-sufficient family farm economy. However it takes more than material things to make a great rural civilization. It has to have that intangible spirit in the hearts of the people. I think extension agents have that spirit and can impart it to others. We are on the way to a better rural life for the Nation.

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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • M. L. WILSON, Director • REUBEN BRIGHAM, Assistant Director

Human Problems of Farmers

K. D. SCOTT, County Agricultural Agent, Chenango County, N. Y.

■ In Chenango County, we have recently begun a study of land use. We obtained the economic data relative to the different classes, both on the basis of the State and of our county. We studied the bearing which the activities of the agencies working with farmers had upon different land classes. We studied the reforestation program, soil conservation, farm security, land bank, production credit, fire insurance, and the utilities. At first, all these data seemed relevant only to land use; but later we realized that it all applied to people and particularly to those people struggling to survive but disadvantaged by the character of their farms, the location of their farms, and the unwillingness of some services to serve them.

We began to take into account the people. I am ashamed to say that I did not know how many there were on marginal land. It transpired that there are 850 families in Chenango County, 3,265 people, on land classed as too poor for farming. It seems clear that we have no right to dismiss this problem of their survival with a wave of the hand and to assume that nothing can be done except to buy the land. The solution provided by reforestation is too simple for us but not for the people concerned. To admit that we have no better solution sounds like defeat.

I think we need to clarify our ideas about agriculture. There are two conceptions of agriculture. Both may be true, but they are contradictory. Do we believe in the permanence of agriculture as a way of life or do we regard it only as a business enterprise for profit? Is rural life a permanent social form good in itself, whether or not there are cities to be fed? Is it the basis of civilization, the source of strength for our entire social structure? Or is it a regrettable necessity, a hardship at best, to be escaped from by as many as possible and good only as a means of profit

for a few? As a county agricultural agent, I often consider the background—pioneer agriculture. We cannot return to it, and we do not want to; but it has lessons to teach us. The pioneers came in and conquered the wilderness and set up in agriculture as a way of life without reference to cities because there were no cities. Perhaps for 250 years white men, women, and children supplied their needs from farms—prospered and won their liberty as farmers. Their homes were stocked with good things; plenty was a blessing for which to give thanks. They sold only their surplus. Incidentally, our surplus is the only part of our production which we cannot sell!

Rural life contributed materials and people, and the cities grew. Commercial agriculture developed. At the same time mechanization was applied to agriculture, and efficiency became an essential. Competition set in. Under a competitive system of commercialized agriculture, the fewer farmers there were the better for those who survived. Between 1870 and 1930, output per agricultural worker was increased 2½ times. In 1909, 35 percent of the population was engaged in agriculture. By 1930 only 21 percent was so engaged.

Agriculture Must Be Efficient

Technological unemployment affected agriculture no less than industry. The pressure eliminated rural people and has left thousands struggling to survive. I repeat my question. Is agriculture a way of life or just another business enterprise? As I see it, rural life is on the horns of a dilemma. Agriculture is commercial, has become mechanized, and must be efficient. This inevitably reduces rural population and destroys, for them, agriculture as a way of life. Progress in mechanization will not stop. The ragged edge of economic insufficiency will not be stayed at the bound-

aries of marginal land. On the other horn of this dilemma is the individual. If he is to survive, he must cultivate good land and his own skill. He must be businesslike and thoroughly efficient and must breed his cows to produce more and more efficiently. He must do all things well. Yet, in proportion as he succeeds there will be fewer farmers able to survive. I do not know how to solve this human problem of survival. I feel that we have an obligation to develop a sound program for the threatened population. Their problem is no passing phase. At the present rate of land purchase by the State, even if this is to be our only solution, it will take 150 years to buy all the land too poor for farming.

Although I have no outright solution, I think there are indications. Reforestation is not enough. In Chenango County we have 90,000 acres of woods. Woods products can be marketed so as to provide some income under proper forestry management. The agricultural conservation program makes possible the application of better methods which improve the ability of some lands to produce grass. It would be unfortunate if this resulted only in more dairy cows. There are possibilities in beef cattle and sheep.

I believe that discrimination against all of the land marked as marginal should cease, in view of the permanent use of much of the land—for 150 years anyway.

I am quite sure that much could be done to increase subsistence production on all farms. We must all unite to find a solution. The genius of the American people can be relied on to solve any problem—so long as we refuse to acknowledge defeat and keep before us the principle that people are an asset. No community deserves to prosper if it lets the people perish. Land use is an important study, but people also constitute a national resource and deserve as much study. Let us not forget the human problems of farmers.

The Newspaper Works for Us

**MRS. GERALDINE G. ORRELL, Home Demonstration Agent,
Greene County, Ark.**

■ "I saw in the paper where the home demonstration club women made a mattress at Mrs. Thad Crowley's last week," remarked Mrs. Emily Miser, bank cashier, as I cashed a check. "I don't know the wife, but Mr. Crowley does business here."

"When could you appear on our program and show us how your 4-H Club members have established those cutting beds described in yesterday's paper," telephoned Mrs. L. V. Rhine, president of the garden club.

Joe Bertig, owner of a chain of cotton gins and delta farms, pointed out: "I want to give prizes to tenants, sharecroppers, and even to day laborers on our farms who do their best in the live-at-home program that you two agents are talking about."

"That account of the planting of the home demonstration forestry project was the first time my wife's name has been in the paper since we were married," teased one farmer.

"We're taking a paper so we can read about club work" is a common comment.

"We didn't realize how many 4-H and home demonstration clubs we have in the county until we started taking the paper," said an older 4-H Club girl.

"That sorghum-cookie recipe is fine. I tried it." "Would that Mrs. Perry Norton take orders for salt-rising bread?" "Goodness, I never thought of poultry profits paying for installing rural electric service." "Just where does Mrs. Hanley of the Post Oak Club live? I want to hire her to make my children some self-help garments like the ones I read about her making." "Tell me what does that wild hawthorne shrub look like that your club women are using in their yard-improvement work?" These, and more may be among the comments I hear in 1 day from readers of the local newspaper that devotes space to Agricultural Extension Service information.

This is a farming section, even Paragould, the county seat, having almost 8,000 people, is dependent on agriculture. This may account for the rather general interest in topics pertaining to farm homemaking.

A check of the circulation of the local newspaper 4 years ago through 4-H and home demonstration clubs indicated that approximately two-thirds of the farm families of Greene County subscribed to the semiweekly Soli-phone which has the same editor and is made up largely of articles appearing in the Daily Press. These are the only county newspapers. Thus, it was obvious that the local press could be an effective medium for furthering agricultural welfare and, incidentally, of letting the public know what is becoming of their

tax dollar so far as the Agricultural Extension Service is concerned.

To this end, my time is so organized that attention is given to news articles pertaining to farm homemaking the same as to any other of the many duties of a home demonstration agent.

An effort has been made to know well our editor, his wants, and his limitations pertaining to newspaper space. All material submitted to him is carefully typed and double spaced with blank heading. He wants his copy by 10 a. m., and it is taken to him before that time. Copy is never mailed to him. We want the editor or his assistants to have the opportunity to offer suggestions or request special articles.

During the past 2 years our editor has carried every home demonstration club report which has been submitted. As Greene County has 44 home demonstration clubs there are sometimes that many reports in a month. The average is about 30 per month, as occasionally a report does not get to my desk promptly or it is not considered to have enough news value to be submitted.

Each club reporter who writes accounts of home demonstration meetings or activities in her community has been given special training in the elemental principles of writing news articles. This training is essentially that given me by Kenneth B. Roy, agriculture editor, Arkansas Extension Service, to whose constructive criticism I owe whatever I know about preparing field stories.

The expressed interest of 1,667 active home demonstration club women and their families in these reports is one reason they are printed. Although there is a similarity in these reports, they are not monotonous. For example, the demonstration was considered the most important part of the program in one club, which fact was indicated by the write-up of the meeting. In another club report, the group discussion was considered the feature of most interest. Reports of individual demonstrators or an account of group or individual achievements in improved farm-home practices may have the most news value in some other club. So it is that reports of club programs having the same general subject and held during the same month among similar groups are entirely different, due to the breadth and variety of home demonstration teaching and the accomplishments in home and community development.

All reports are kept until fall achievement day when the work of reporters is judged and announcement made of the winner of a year's

subscription to the local paper, the gift of the editor. This is the only prize given in any phase of home demonstration club work in the county. Certainly, an interest and pride in reporting has been developed. In fact, Mrs. Vera Miller of Lafe Home Demonstration Club, prompted by her interest in reporting club activities, arranged her homemaking so she could go back to high school 1 hour a day for a course in journalism.

Likewise, a pride in the work of subject-matter local leaders and club officers has been awakened since newspaper recognition of their work in teaching recommended farm and home practices is given. Not rivalry, but a desire to be of the best service is stimulated among the leaders of the various clubs through these newspaper accounts of local-leader responsibility. And more than one community has organized a club, seeking benefits that other communities are obviously gaining through a home demonstration club.

Feature Stories Carried by Papers

In addition to reports of club meetings, special leader training, farm and home tours, council day, program planning, and other county-wide events, an average of one feature story per month is carried by the local press. Spare time over a period of weeks or months may be given to the preparation of one of these. The subjects of some of these articles, all of which are based on local conditions, include: The Women's part in the Agricultural Adjustment Administration, Problems in Tenancy in Greene County, Rural Musical Activities in Greene County, Educational Advantages of Establishing a Home Demonstration Forestry Project, Rural School Problems, Home Demonstration Club Work for all Farm Women, Cotton Utilization, Wiring Farm Homes for Electric Service, and Greene County Home Demonstration Hall of Fame.

A weekly news service is received from the State agricultural extension office. Such subject-matter articles are, however, not used in the form received but are completely rewritten, using a local viewpoint. Only that which applies to this county and has wide reader interest is submitted to the editor. A publicity calendar is used so that I may be sure my articles are timely and that they indicate the varied program and activities.

I get my material through personal contacts and a friendly interest in the life and affairs of the people of the county, from listening to discussions, from reports, and from observing accomplishments as I drive over the county.

From 8 to 9 a. m. is usually devoted to correcting home demonstration club reports and arranging other articles for the press. Time too is given to this work between office calls on Saturdays. The spare moments that come in the most crowded and carefully planned schedule can well be used in shaping news articles.

Local Group Action at Work

LEONARD F. NEFF, Extension District Supervisor, Southwest Kansas

There are always the facts, but facts are not everything. Beyond the facts there is the spirit of any venture. It is as often the spirit as the facts which move human beings to action. Extension workers know this and use it, but it is not always easy to transplant this spirit into the minds of others. Youthful Leonard F. Neff, southwest Kansas extension district supervisor, on the job less than a year, caught the spirit of county planning and put it into a radio talk so well that it is reproduced here.

A farmer told me that he enjoyed the radio most right after a good meal. Relaxed in an easy chair he closed his eyes, he said, and just let his imagination build up the scenes suggested by the sounds he heard. There in the realm of radio he explored the world, met interesting people, and experienced a wide variety of engaging situations. Why not try it? You have had a good dinner, I hope. Get into that old "comfy" chair. Now close your eyes and take it easy! We'll take a trip like the fable of the magic rug and its marvelous traveling abilities. For our magic rug, let's take a map of the State of Kansas. Fold it diagonally from northeast to southwest and from northwest to southeast. The two diagonals locate the center of Kansas in Rice County in the vicinity of Lyons and near Great Bend. From this point we pass down the diagonal line that heads toward the southwest corner of Kansas. We are also following the Arkansas River. About one-third of the way from the center of the State on this southwesterly line we come to Kinsley, the county seat of Edwards County. Let's stop here for 2 minutes and see what is going on. I was there last week, and something is happening in Edwards County.

We look in on a farm home. It is late at night—very late. A group of farmers are there working over a map of their township. They are adding new lines to the map, lines that were never there before. These new lines mark the boundaries of the different soil types in the township. Here they mark out soil that should never be summer fallowed because it cannot be protected from wind erosion when fallowed. There is a strip that may be summer fallowed if properly protected from erosion by strip cropping, contouring, or terracing. This other area of land is always safe in summer fallow, while that should really be returned to permanent grass. Painstakingly every line is drawn in. There are discussions as to the exact locations of the lines, sometimes argument—even, at times, heated arguments.

Harold Borgelt, county agent of Edwards County, says that 250 farmers helped to carry out the county land use study this winter. After the committee meetings these farm leaders drove down the road interviewing their neighbors. Let's listen in on one of these farmer-to-farmer interviews. The land use committee says: "Bill, do you believe that the soil fertility is becoming less and the erosion greater on your farm?" "Sure it is," booms Bill. He is a typical farmer, used to facing facts and dealing directly with things as they are. He knows the soil is slipping and honestly says so. Now the two farmers settle down to real business—what to do about that slipping soil fertility and erosion. The committeeman finds out what practices Bill thinks should be used to rebuild and conserve the soil, such as rotations, contours, terraces, cover crops, strip cropping, basin cultivation, and other modern methods. Then the committeeman asks: "Bill, are you interested in increasing your numbers of livestock?" "Yes," says Bill, "I am." Then comes the key question, for the committeeman is really trying to find out what is wrong so that something can be done about it, "Bill, what prohibits you from increasing your livestock at present?"

At this point let us go back to the county seat, Kinsley, where all of the questionnaires have been brought in by the committeemen. Here several busy people are working over maps and tabulating the answers to questions brought in by committeemen. Here we shall get the answer to that last question put to Bill, not just Bill's answer but the county's answer. Eighty-seven percent of the farmers believe that livestock should be increased. They say there are four obstacles to this movement. Sixty-three percent of them have not any roughage; 57 percent have not the money; 55 percent have not enough pasture; and 13 percent have landlords who object to feed and livestock production. Lack of feed, lack of money, lack of pasture, and lack of landlord interest in livestock are the key problems.

Now we are going to leave Edwards County

and go on down the southwesterly line to another county. As we pass on in this imaginary trip by radio, I am going to ask you to use your imagination in still another realm. Do you see in this community action the dawn of a new day in agriculture? Can you visualize in this land use planning work of local groups of farmers the beginning of an organized mastery of countless rural problems? As these and other groups all over the Nation locate their problems, will not they work out solutions for them?

Here we are in Ford County where this kind of planning is taking place. County Agent Dean McCammon says that their committees found a difficult tenant-landlord relationship among other problems. Farm operators indicated that the differences in the kind of farming wanted by tenants and landlords prevented the most desirable type of farming. Yet educational work with absentee landlords, which the county agent conducted by means of circular letters, indicated that 75 percent of the landlords will approve the best farming practices when they are thoroughly familiar with the situation.

Let us go on down the line to Meade County. A community meeting is in progress. County Agent Ed McCollm is discussing the land use planning procedure. He says: "At the Hays station, the feed from an acre of ground produced about twice as many pounds of beef when fed as silage as when used as fodder." A farmer interrupts to ask: "Then why does Walter Denslow have that feed in his yard? Why doesn't he put it in the silo? He has two big pit silos." County Agent McCollm turns to Mr. Denslow and asks him to answer the question. Walter Denslow replies: "My two concrete pit silos have stood empty for several years because no one else has a silo in the community. If others had silos so that we could work together, I should certainly fill my silo."

As we travel back from our imaginary trip, the bright and cheerful sun gleams over the wide Kansas prairies. The land breaks into broad smiles, shaped by contours that curve the lips of the land in contrast to the stern, straight rows of old-fashioned farming. Land, whose parched lips were tortured by drought and tantalized by rains that came only to run away and whose ribs were bared by erosion and are now rounding into their old jovial fullness, is swelled with moisture conserved by new farming practices. In the words of Jess Taylor, Greeley County farmer, "The tiller of the soil has at last seen, in the clouds of dust that blow from his land, the lost comforts of the home his wife and family deserve. And in the muddy water streaming down the slopes of his farm to the creek, to the river, to the sea, never to return, he has also seen the vanishing joys of running water in the home, the new furniture, the new wallpaper and paint, new clothes, and comforts his family wants. Having seen, the farmer plans, organizes, and acts to save the soil and the family comforts it holds."

The Program in Local Terms

J. C. CALDWELL, County Agricultural Agent, Madison County, Mo.

■ The program-planning committee of Madison County, Mo., has become deeply interested in its job. Committee members realize that they may actually have something to say about important problems before farm people. They have formulated objectives and outlined methods of reaching these objectives in their own words, and it strikes a responsive note in the hearts and minds of Madison County people.

This did not come all at once. The first community and county meetings were disappointing to the home demonstration agent, Ruby Knudson, and to me. The attendance and interest were low. It was difficult to get the community chairman to submit in writing a report of the suggestions on which the community, in their opinions, would like to have help; but we finally got them, and it is interesting to note that four out of five were written by women. Men in this county simply will not commit themselves to an opinion as readily as women.

The change in attitude came when the county committee met to consider these suggestions. Each community chairman read the contributions from his committee, followed by a discussion of all the data available on Madison County and the recommendations from the college and such other agencies working in the county as the Farm Security, the health department, and Social Security.

Objectives Discussed by Committee

The committee considered what they believed the objectives should be for the farms, the homes, and the communities of Madison County, with such questions as: What do we really wish from the farms of our county? What should we expect our homes to be if we could have them just as we want them? and What should we wish our community to be?

The question was asked: Should we expect to obtain great wealth from our farms? All agreed that this was out of the question and might not even be particularly desirable. Gradually, as words and phrases were changed and corrected, there came from the committee as a whole the answer to the question: What should the extension objective be for the farms of Madison County?

As stated by the committee members in their own words, it is "to have each farm so managed that it will provide a comfortable and secure living and a fair return on a reasonable investment." They meant by "comfortable" that it would supply the needs of the ordinary family for comfort as commonly accepted. They meant by "secure" that the farm should be so managed that its productiveness was maintained and a comfortable living assured,

not only for the present but for the future as well. They also agreed that there should be a return based on the value of the farm, but only for a true and reasonable value, regardless of what the owner might have paid for it.

To the question of what we should like our farm homes to be, the committee thought the objective of the extension program should be "to make every home the center of a happy, progressive family life." Happiness, they believed, was needed; because if the home was unhappy, it would not be the desirable place it should be. They wanted it progressive in a sense of moving forward and upward; getting ahead in a desirable sort of way, not in a materialistic sense alone.

What would the committee wish the communities of the county to be? The committee agreed that the objectives of an extension program for the communities should be "to make each community a group of sociable, co-operative people interested in higher ideals, such as schools, churches, and wholesome recreation." Not only would they want the people friendly and neighborly, but they would want them to be willing to work together for betterment.

Then the question was put: What is preventing the farms of the county from providing a comfortable and secure living and a fair return on a reasonable investment? The committee suggested what were, in their opinion, the chief hindrances and those which should be worked on in 1940. The same was done with the questions concerning the home and the community.

Much of the material used at the county conference was assembled into usable form containing an account of program planning up to the time of the conference, the objectives set, the problems hindering the reaching of those objectives, and the solutions suggested for these problems by the Extension Service as interpreted by the agents.

A copy of this material was mailed to each cochairman, and all were notified of the meeting dates in their communities and advised that they could invite anyone they thought would serve well on the committee to meet with them. Home economics clubs were especially asked to be represented.

These meetings were much better attended than the first series, with more than three times as many present. But more interesting and important by far than attendance was the change in attitude toward the planning. The absorbed interest with which all who were present took part in the discussion was impressive, especially as some were present for the first time.

It may be that the method of presenting the material at these community meetings had

something to do with the attitude. The local chairman presided but, of course, called on the agents, one of whom would begin with a review of the program planning step by step through the enunciation of the objectives and then how the committee had answered the question: What is preventing these objectives from being reached?

At this point the other agent would take up the discussion. If the first agent speaking was the home demonstration agent, the county agent would then discuss the problems of soil erosion and unprofitable livestock by pointing out the solution recommended by the college.

As each solution was read, the community was urged to select those which they could see clearly through to completion. This meant that unless a volunteer could be found then and there for a demonstration, or some evidence brought in that the project could be carried out, it was not listed.

The other agent would then discuss the work in his or her particular field. The home demonstration agent would take up the problems of the home in the same way. Then the county agent would go over the problems of the community as listed by the committee.

Each discussion was divided into four sections with each agent giving two parts, alternating with the other but, occasionally, adding comment to the discussion.

Equal Interest in Farm and Home

Equal interest in farm, home, and community problems was shown by all. Both men and women took part in all the discussions, apparently with no thought of a separation in farm and home interest. In one township, a woman asked for a terracing demonstration on her farm and another for one on sheep parasite treatment. In another community, a man volunteered to conduct a furniture-refinishing demonstration. Water systems, comfortable homes, control of garden insects, bread making, meat canning, storage cellars, all were listed as within the home demonstration agent's province, but each had at least one man to volunteer to cooperate in a demonstration illustrating an improved practice.

Directly as a result of these meetings and the changed attitude which followed, four meat-canning demonstrations, a furniture-refinishing demonstration, a community type 4-H Club, yard-improvement demonstration, two storage cellars, five demonstrations involving lime-phosphate on lespedeza, lime-phosphate and cultivation on small grain, two sweetclover demonstrations, one new home-economics extension club, and one community association are among the results which have come from this series of meetings. They would not have come without these program-planning meetings, and we firmly believe that they have come not nearly so much from our getting into the communities as from the changed attitude toward extension work as a result of a clearer understanding of it.

Beauty for the Farmstead

■ More attractive farm homes, with all the pleasure and satisfaction they bring to farm living, are objectives both of Future Farmers of America and of the Agricultural Extension Service.

In Wisconsin, these two groups have rounded out 4 years of work in improving and beautifying farm-home settings. L. G. Holmes, extension landscape specialist at the University of Wisconsin College of Agriculture, and the agricultural agents in the counties concerned furnished the initiative for starting the program; but responsibility for keeping it going in the individual high schools has rested with the local vocational agriculture instructors and FFA chapters.

Limit Membership of Groups

FFA groups, with which Mr. Holmes has cooperated each year, have been limited to 3 or 4 throughout the State. Membership in each of the local groups has been held at about 12, bringing the total number of farm youths participating in the program to approximately 50 at any one time.

Started during the winter of 1936-37, the program for the first year took, in rather limited form, its present outline. Mr. Holmes visited the farm of each group member, answered questions, and made suggestions for improvement in the landscaping around each farm home. These suggestions were incorporated into a sketch of the farm grounds. The sketch was used as a guide by the FFA young man in carrying out his individual program for beautifying his family home.

Cooperators Given Credit

At the beginning of the second year, the program was expanded to its present form. The young people taking part were given credit for the improvement and landscaping work they were doing around their homes. In addition, instruction in landscaping and home beautification was made a part of their classroom work. This method of instruction has laid the ground work upon which each boy can build a permanent and unified landscape plan around his own home and toward which he can strive over a period of years.

Mr. Holmes now makes a preliminary visit to each FFA group during the fall. On this visit, he and the entire group drive out to the farm home of every member. At each stop, the individual landscape problem is discussed, and recommendations are given on ways of improving the surroundings.

Following these farm visits, each boy lays out a diagram of his home grounds and then works out a plan for improving them with new arrangements of walks, driveways, trees, and shrubbery. These plans are turned over

to Mr. Holmes for further suggestions. After his plan has been perfected and completed, each boy is ready to start work on his own home-grounds-improvement project. Usually, a general cleaning up of the farmyard is the first and main step.

In 1939 one or two boys relocated their driveways; and in other yards old tree stumps, long-time eyesores, were grubbed out. Other things done by the 1939 groups were wind-break and shade-tree planting, laying of flag-stone walks, enlarging of lawns, grading down of sharp banks, and rearrangement of poorly placed shrubs and trees. One young man went on and painted his family home.

As part of the program, Mr. Holmes gives a demonstration for each high-school group in the spring on pruning and planting shrubs and trees. At the end of the summer, he and the high school agriculture instructor make check-up visits to the project farms to deter-

can be done at little cost are recommended.

"These projects, as carried out by FFA members, have their long-time value as demonstrations of home-beautification work in the community. In addition, they offer another point of contact through which the county agent may reach farm families.

"Many of the families who have become interested are developing considerable pride in their homes as a result of the work which their boys are doing. In one family, there had been no thought of home-beautification work until the youngsters started their project. Now the parents have become so much interested that it's an effort to get them to let the boys carry on the project alone."

■ A local garden club in Franklin County, Ind., is sponsoring flower gardens for 4-H Club girls under the guidance of the extension office. The girls were invited to a Saturday afternoon tea where roots, bulbs, seeds, and plants were distributed. Later, a tour will be made of the gardens and awards made.



The work of a Future Farmer of America, Arnold Brovald, who, in cooperation with the extension landscape specialist, planted shrubs, screened unsightly spots, grubbed out old stumps, cleaned the yard, and hauled gravel for the driveway.

mine what each boy has accomplished during the season.

No stress is placed on getting a boy to complete his project in 1 year. He is given credit for the work he does, but he is also led to regard his project as a long-time activity, something which can be added to over a period of many years.

"Every effort is made in the program," says Mr. Holmes, "to keep it on a practical basis. Beauty is not the only objective. We are aiming at yard arrangements which make farm work easier. And little is suggested in the way of new planning which requires any expenditure of money. Instead, relocation of shrubs and other things which

The Cover

Secretary Wallace laughingly autographs books for delegates to the National 4-H Club Camp as he enters the Department of Agriculture South Building to give his annual talk to the 4-H Club members from 43 States who encamp in Washington every June. This year the theme of the camp is, What's Ahead for Rural Youth. The young people listen to the views of nationally known leaders in agriculture and discuss the matter in their own conferences. Every afternoon finds them visiting some historic shrine or Department of the Government. This is the fourteenth National 4-H Club Camp.

The sad thing about economics is that it is no science if it stops at commodities and does not go beyond to human motives.—LIN YUTANG.

Rededication to Truth

MRS. MAGGIE W. BARRY, Extension Adviser, Rural Organization Work, Texas

■ At present I see emerging in this country a new social and economic order which will center around man rather than around money and power—things that are valuable only insofar as they contribute to human welfare. Our biggest challenge is to see each problem not only in its local aspects but in its relation to the whole social structure.

For example, the problem of tenancy with all its stress and implication is not a social malady in itself but merely an expression of that age-old tendency in the social order for exploitation of the weak by the strong. In principle, the exploitation of a sharecropper by a landlord is the same as the exploitation of labor by the capitalist, for wherever strength is concentrated we find oppression of the weak.

Tenancy is a disease in human relations, a local expression of a social center of infection, which may be and perhaps is a manifestation of the instinct of self-preservation.

Just as some landlords take advantage over the weaker tenants, some businessmen take all advantages they can within the law, even though the weak may suffer; but this does not conflict with their ethics, nor does it cause them any loss of prestige.

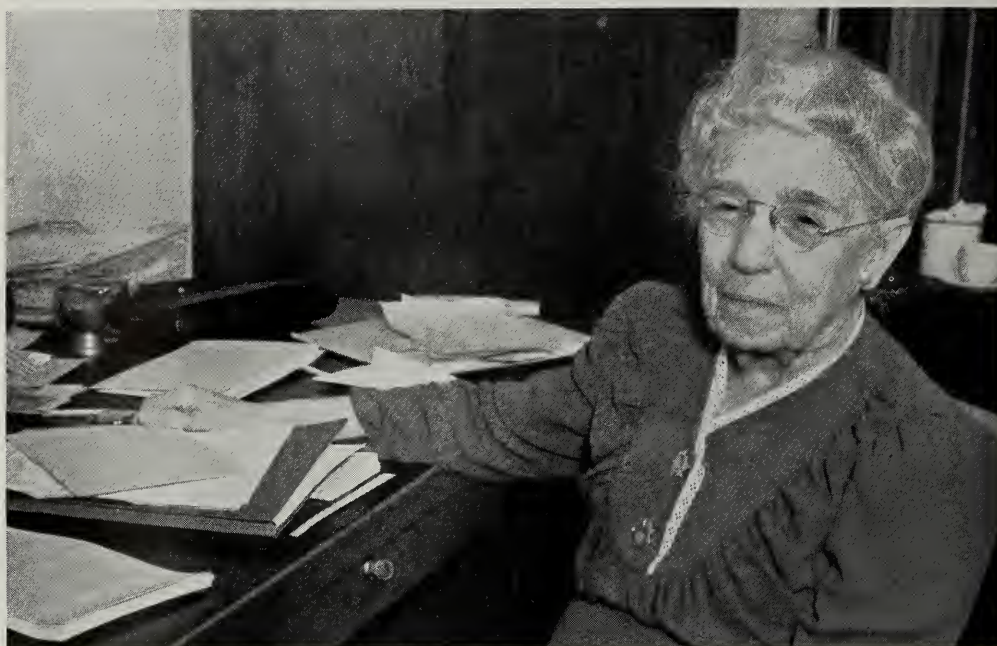
A proper balance of power between the landlord and the tenant can be achieved only when the landlord has been taught human values as they are properly emphasized in a democracy and when the tenant has been educated to assume responsibility which likewise is necessary in a democracy.

I well remember many of the problems of section, race, and finance which followed the Civil War. I saw them and lived through them at my parents' home in Mississippi. Those problems, no matter how acute the local expression, were not the problems of any one State or locality. They were part of a major national struggle of diverse economic ideals and ideas, responsibilities of government, and modes of living which had been going on for years and is still going on.

The two most powerful forces that have given a certain degree of unity to western civilization during the past century and a half are science and democracy. Since about the middle of the past century science has outstripped democracy and become the dominant force. This lack of balance has disturbed human relationships in the political, economic, and social world. Democracy must catch up, and the great scientific forces must be directed toward constructive and not destructive ends.

Truly "the time is out of joint," and we in the South as well as our neighbors in the North, East, and West are suffering from the dislocation.

We of the cotton regions know that we have a serious and difficult dislocation to adjust. We are not cursing it but willingly accepting



Now 76 years old, Mrs. Barry has been a dynamic influence wherever she has lived and worked—as teacher in her native Mississippi and in Tennessee, as wife of a Mississippi Congressman, and as an extension worker in her present home State of Texas. Her vital interest in public welfare is attested by her life membership in the Texas Congress of Parents and Teachers, the Texas Federation of Women's Clubs, and the Texas Library Association. As an extension worker she has helped to develop a system of county home demonstration councils as a medium through which farm women may act effectively in cooperation with each other for the solution of their many problems. As a philosopher on present-day problems, her advice is sought by many people who drop in to talk things over with Mrs. Barry. She has consented to talk over some of the things on her mind with readers of the REVIEW.

the fact that we are "born to set it right." We believe that we have the brains, the experience, and the understanding to do our part of the job; and we are doing it, whatever the lookers-on or the expert economist, sociologist, or philosopher may think about it. We also know that many aspects of the problem are national—if not world-wide—as well as sectional. Our responsibility is just as extensive with varying degrees of emphasis as dictated by local conditions.

We believe that the approach to the problem is education—education of the farm family, the banker, the merchant, the chamber of commerce, the landowner, the itinerant laborer, the producer, the consumer, and the educator. Legislation and money are necessary and should go along with education but never ahead of it. Otherwise, legislation cannot be enforced, and money will be only a temporary stimulant. We need State laws on tenure, but there is no use legislating about

contracts if a landlord does not keep them and a tenant cannot read them.

Legislation is necessary in solving some other problems in agriculture—local and national. There are difficulties of transportation, tariff, taxes, patents, land tenure, and, notably, health, as well as many other adjustments which must be made partly through legislation. But these are relatively simple in a democracy if there is an enlightened and responsible citizenry that knows what it wants and needs.

This education must be something more than schoolroom academic classes and textbooks, training in technique, and even land-use planning. There must be development of individual character of belief in one's self, of a sense of responsibility and a willingness to accept and meet that responsibility, an understanding of our obligations as well as our rights as citizens and always a recognition of the rights of others. In other words, a fitness for living in a great democracy must be developed in people.

These educational ideas do not belong to "special courses" but should be among the objectives of every project, every demonstration of every extension service worker. We must develop right mental attitudes, right physical and mental habits of living, economic and social adjustment to one's environment and cultivate "receptiveness to beauty and humane feeling" in every demonstrator and cooperator as well as within ourselves.

The Jones family, of Brown County, Tex., make all their demonstrations family affairs, even when they show Secretary Wallace how to make a mattress, as they did recently in the Department of Agriculture building in Washington where they demonstrated mattress-making as a part of the national program to increase the consumption of surplus cotton.



Such education is slow because it is a process of evolution, a day-by-day process of natural normal growth, characteristic of all things worth while and permanent in the creations of God and man.

The Extension Service of the Land-Grant College

The Smith-Lever Act, which made possible the Cooperative Extension Service, provides for the most modern and most progressive type of education and methods of teaching.

It does not train experts and specialists but has practically no limitation as to the subject matter necessary to the business and art of rural living. The bill provides that the money appropriated is to be used for the diffusion of useful and practical information on subjects relating to agriculture and home economics. There is not a thing related to right and happy living that cannot be included in the type of education I have outlined. All of it is related to agriculture and home economics.

There is no time limit on this kind of education. It is not a course to be completed in a certain number of hours or years.

There is no defined beginning or ending to it, so the extension worker can begin wherever the people are and go forward as their needs and desires are revealed. If they are living on a purely physical plane, begin as Jesus did, with the limitations of their physical life. Why food, shelter, clothing, eco-

nomics, and arts and crafts if they do not contribute to this end?

We are not even limited as to how we shall do the job, for information may be given through "field demonstrations, publications, and otherwise." We can use any technique that will get results.

Our only limitation is that the people receiving the benefits of this act be those not attending or resident in agricultural colleges. Our only restrictions are those we impose on ourselves. Some of them are those relating to classroom and academic technique, with rote teaching, fixed demonstration patterns, and fixed subject matter, lest we overstep our particular specialty.

Because we have so few limitations and so many liberties and can teach individuals in small organized groups, we have a better opportunity to develop character and the individual than many other agencies.

There are some difficulties growing out of our past mistakes that we have to overcome. One of the most serious of these is that in the early organization of the work we "carved up" the family into three parts—the farmer, the homemaker, and boys and girls. We lost sight and the family lost sight of the fact that it is a social and economic unit with cooperative relationships. For example, "homemaking" is a partnership job. There are certain things in the home to be done by the man, who is primarily producer and income maker, and there are certain things to be done by the woman. But both are "homemakers." So are the children.

One of our objectives now in Texas is to bring these three parts of the family back together, keeping in our minds the fact that separate training is necessary toward making the family more nearly a complete whole. We believe that the whole-farm and ranch demonstration and the land-use planning committees are the most important steps yet taken toward accomplishing this. One result I already see: the "farm family" is an accepted phrase as often heard in our conferences as "men's work," "women's work," and "boys' and girls' club work."

In this entire educational work, permeating every phase of it, must be the idea that as members of a family and as citizens of a great democracy each must bear his or her responsibility in the family, the community, the State, and the Nation in relation to the conduct of government. Each must give up something for the sake of the whole.

Texas Summer School

The Texas Agricultural and Mechanical College announces a special summer session for extension workers which will run from June 10 to August 31. A group of eminent leaders, each an authority in his field, has been obtained for these agricultural courses which will be given in stagger periods ranging from 3 to 6 weeks.

U. S. D. A. Clubs Improve Field Working Relationships

ROY F. HENDRICKSON, Director of Personnel, U. S. D. A.

■ There are now more than 60 U. S. D. A. Clubs, and many others are in the process of being organized.

What is a U. S. D. A. Club? When? Where? Why? How?

One question at a time—and let us go back to the beginning, 1920, when Edwin T. Meredith was Secretary of Agriculture. That year he visited San Francisco, and he wanted to find out what the Department and cooperating agencies were doing in that area. He managed, after some trouble, to bring various representatives of the Department's field service and cooperating agencies together. He discovered to his dismay that many of them were not acquainted and had never met before, although they were easily within telephoning, if not actual walking distance from each other. The result was U. S. D. A. Club No. 1, organized in San Francisco that year.

Revival of Interest

Later, other clubs developed in other areas; and extension workers, county and State, joined in the movement. A number of clubs met for a monthly luncheon regularly for many years. Last year, we conducted a survey and found a number of them still in existence, but meantime conditions had changed and the number of workers in the public agricultural services had greatly increased, and the desire on the part of employees, both of cooperating agencies and the Department, to have an opportunity to become better acquainted, to meet together fairly frequently to discuss their work, had grown greatly.

The result has been a sharp revival in the organization of U. S. D. A. Clubs, and it is likely that upwards of 200 will have been organized before the close of this year.

U. S. D. A. Clubs have not any formal, official responsibilities. Instead, they are an informal means of bringing together, at least once a month, persons engaged in the varied but basically related agricultural programs in which the Department of Agriculture has a part, looking toward closer acquaintance, the opportunity to develop closer cooperation and better working relationships, and to discuss and correlate ideas of mutual interest to the group.

The tendency in agriculture, as elsewhere, seems to be toward greater specialization on the part of a very substantial number of people in the public services. Such specialization creates increasingly problems of coordi-

nation and correlation. The functions of coordination and correlation sometimes must be assigned to persons whose specialty is just that, but it is desirable and possible for specialists to contribute substantially to reduce the need of coordination and correlation by others if there is an opportunity for them to do it for themselves. Such opportunities need not always be highly formalized—indeed, in large organizations today, it is recognized that informal working relationships are sometimes the most significant, the most productive of all. And it is recognized that without the opportunity for informal working relationships the strait jacket of highly formalized organization may impede those natural and desirable impulses common to craftsmen and professional workers alike of cooperating with and assisting their colleagues.

Men and women identified with a particular phase of the Department's work sometimes find it difficult to maintain even a general acquaintance with all of its activities. The U. S. D. A. Clubs afford an opportunity for developing such an acquaintance through meeting other agricultural workers; and thus each one, informing others, assists the whole group in understanding the total program. The result is that they become better informed and better public servants.

Some recent activities of U. S. D. A. Clubs may illustrate their method of functioning. One club writes that it is considering the possibility of assisting in the promotion of a conservation week for the State. Another is

making plans for an open house to the public. Some of them arrange for tours through meat plants and through local projects. Others take employees on short week-end trips to local field stations. In minor matters, such as obtaining uniform listings in local telephone directories and cooperating in problems of space and supply, the clubs have also performed helpful services. Many clubs are active in the field of promoting employee-welfare activities—stimulating individual personal development, especially in the field of professional attainment.

U. S. D. A. Clubs are an effective means of establishing closer relationships between extension workers and other agricultural workers. The county agent, for example, who contacts the farmers daily, obtains first-hand impressions of the farmers' needs and the adequacy of the Department's efforts. He is able to contribute greatly to club discussions by transmitting these people's problems and attitudes to other members of the round table. On the other hand, he also reaps some benefits. The county agent, more than anyone, finds it necessary to be up to date on agricultural activities and trends. The contacts which he makes and the information which he acquires at these meetings will help him immeasurably in his work.

Permanent Clubs Encouraged

If there are organizations of agriculture employees which we have not contacted, or if more information is desired about the U. S. D. A. Clubs, we should like to hear about it. Wherever possible, we encourage the formation of U. S. D. A. Clubs as permanent organizations. The agricultural public's interest is forwarded when its representatives in any locality, even though there may be only three or four, develop the habit of meeting frequently to exchange information on various phases of their activities, discuss the work at hand, and cooperate toward common goals.

New Extension Service Building

■ The dedication of the New Extension Service Building at Tuskegee Institute, Alabama, was a part of the program of the annual Founders' Day held on April 7. This modern building will be the headquarters for the Negro Division of the Alabama Extension Service. At the dedication ceremonies, the late Dr. R. R. Moton, President Emeritus of Tuskegee Institute, said:

"This building which we dedicate today will not only be a new and beautiful headquarters for Negro extension service but it shall be a symbol of the increasing influence of agriculture and a recognition of the Negro's place in the South's economic progress.

"We have seen extension service among Negroes expand from its modest beginning in 1906, when T. M. Campbell at Tuskegee and J. B. Pierce at Hampton were appointed as local agents, until today there are more than 500 Negro workers scattered over the South and helping thousands of Negro farmers toward better living."

Others participating in the dedication were Dr. L. N. Duncan, president, Alabama Polytechnic Institute; Reuben Brigham, assistant director of the Extension Service; P. O. Davis, director of the Alabama Extension Service; and Dr. F. D. Patterson, president of Tuskegee Institute.

Ranchers and Farmers in Nevada County Plan for Better Pattern of Farm Life

This is the fifth of a series of land use planning articles based on the counties described on the National Farm and Home Hour radio program each Tuesday. Elko County has the second largest cattle population of any county in the United States, and the way its farmers are participating in the county land use planning program is a clue to similar participation in other livestock counties.

■ Back in 1875, the Nevada Legislature passed an act forbidding camels or dromedaries to run at large through the State. They scared the horses. Repealed around 1898, the law was the result of an earlier attempt on the part of the people of Nevada to use the domesticated camel for packing heavy loads of salt from the deserts to the silver mills.

Not many years later came the Nevada mouse plague of 1907. The mice ate their way into the Humboldt Valley of northwestern Nevada, destroying hay, alfalfa, root crops, potatoes. They killed young shade trees, orchards, and large poplar trees. By November, the ranchers figured that there were 8,000 to 12,000 field mice on every acre of land. Helping the ranchers to fight the plague were all the natural enemies of the field mice—dogs, skunks, coyotes, foxes, weazels, badgers, wildcats, not to mention hawks, owls, gulls, crows, and ravens.

Less known today for its camels and its field mice than for its livestock is Elko County in the northeast corner of Nevada. Reputed to have the second largest cattle population of any county in the United States, Elko County has 160,000 beef cattle and more than

300,000 sheep grazing on its summer pasture. In the fall, the beef cattle move from the summer ranges to pasture and hay feeding on the home ranches. Most of the sheep trail southward in slow stages to the winter ranges in southern Nevada where they remain from November until April.

Fourth among United States counties in area, the county itself is 150 miles long, 135 miles wide, and contains 11,000,000 acres. Into it three States would fit—Connecticut, Rhode Island, and New Jersey, with the District of Columbia thrown in to boot. Average rainfall in the county is 13 or 14 inches, which bears out the saying that they have two kinds of climate in Nevada—dry and very dry.

One of the biggest problems in the county is to combine summer forage and irrigated hay production in a profitable way. Cattle ranchers there are absolutely dependent on the water resources, the most valuable natural resources being irrigable land and irrigation water. Of Elko County's 11,000,000 acres, 160,000—or about 1½ percent—are irrigated. The rest of the county is range land.

To cope with this problem and many others, a county land use planning committee is organizing in Elko County this year. Its first

big job will be to get basic facts—facts about where the livestock range, how long per season, and related matters. Next, the committee will work out its own ideas as to the areas best adapted to sheep and cattle and as to what must be done on these areas and how they must be used to maintain the resources. Then it will list the farm and ranch problems and make recommendations as to what should be done, on the one hand by farmers and on the other hand by Government agencies.

Three years ago the people of Elko County asked a number of State and Federal agencies to conduct a comprehensive survey of range conditions, erosion, and land-use capabilities in the county. Cooperating on the survey have been the Forest Service, Grazing Service, Soil Conservation Service, Bureau of Agricultural Economics, Agricultural Experiment Station, and Agricultural Extension Service of the University of Nevada, the Farm Security Administration, and other groups. First of the maps growing out of this survey will be released this summer and will help the ranchers and farmers on the Elko County Land Use Planning Committee in their efforts to make the county a better place in which to live.

However, these ranchers and farmers are not waiting to get land-use maps and basic facts before they start improving things. The fact is that they have been cooperating with Government agencies for a good while to help save the natural resources of the county. Dams are being built of brush and rock to help hold back the rain water. Mountain meadows are being reseeded artificially. Natural reseeding of the range lands is being encouraged. Stock-water projects are being carried on as wells and reservoirs are built, springs and seeps improved. The CCC is helping with rodent-control work, which the county agent figures last year saved Elko County \$50,000 in crops. The Extension Service does not forget the home, and through its home demonstration agent 100 boys and girls annually enroll and compete in farm and home approved practice contests.

In the words of County Agent Joseph W. Wilson, "Elko County is a place where there is plenty of room, where rugged honesty is the paramount virtue, and where only the fittest survive. If you like that kind of place you will like Elko." And if you would like to see how county land-use planning can help to build a better pattern of farm life, the work of the newly organized Elko County Land Use Planning Committee will bear watching.

Erected at Tuskegee Institute



Picture Talks

Thirty Linn County, Mo., farmers are being heard by transcription and their demonstrations seen on the screen nightly by hundreds attending community meetings.

This method of taking demonstrations to a large number of people has been devised by J. Robert Hall, county extension agent, to solve the problem of small attendance at farm demonstration meetings.

The demonstrations are photographed. Slides are made. What the demonstrator has to say about the practice and results is recorded. When the picture is projected, a loud speaker at each side of the screen emits the farmer's testimony in his natural voice. The audience feels his presence in the dark, though he is likely to be at home and asleep.

A commercial phonographic turntable with amplifying tubes and extension cords to the speakers reproduce the recordings. At a key word, the pictures are used for each narrator. The recordings are made at a local high school with classroom equipment.

This method is inexpensive. The local pictures are about the same type as those shown in the county for many years and explained by Mr. Hall to the audience. Color pictures have been added this year. The extra cost is for records at 50 cents each for 7 minutes of speech. The sound equipment can be bought for \$20 to \$70, depending on the size of audience to be served and the kind of electrical current available.

Newspaper Features Extension Report

Extension in all its phases is reviewed in the Marion (Ind.) Chronicle-Tribune's 1940 farm edition. The theme is the interdependence of agriculture and industry. Collaborating with the newspaper staff in getting out this thirteenth annual farm supplement were the Grant County extension agents, Forest E. Conder and Doris E. McCartney, who used their annual reports as the basis of their material. Many of the extension stories were taken verbatim from their 1939 reports. In an editorial, special tribute is paid to Miss McCartney and Mr. Conder for their help in getting out this banner farm edition.

The farm supplement gives recognition to the individual leaders of 4-H Clubs and to the work of the advisory council, which represents 169 county groups and which plans Grant County's extension work. Every group in Grant County that is associated with the county's largest industry, namely agriculture, has a part in planning the farm and home extension program which directly influences some 8,000 people within the county.

Grant County's largest single organization is the county home economics association, covering every section of Grant County and boasting a membership of 866 women, all homemakers, in 34 clubs. No membership

ONE WAY TO DO IT! Methods tried and found good

campaigns were held to induce a large following, nor are there any special inducements other than the fellowships and education that result from monthly meetings of each group; yet the organization continues to grow. The work of the various groups does not stop with meetings but embraces all phases of home-making, including demonstrations by specialists, club members, and leaders; and social activities, such as the county home economics chorus, the county dramatic club, family nights, and interclub visiting.

Of 4-H Club work, the Chronicle-Tribune states editorially: "The result of 4-H Club work in Grant County in the 13 years of its history is just now beginning to be felt in a larger and more practical way. Young men and women, 4-H Club-taught, are coming into their powers. We find them here and there—bright, cooperative, successful young people, a credit to their community. More and more young farm men and women are staying on the land. This is not only a tribute to their good sense but is also the result of the cooperative efforts of many organizations."

Conservation Film Travels

Almost continuous use of 10 copies of a new motion picture entitled "Agricultural Conservation in Michigan" is following completion by James A. Porter, soils specialist, who was lent by Michigan State College to serve on the Michigan Agricultural Conservation Committee.

The 29-minute picture, arranged with a narrative, was devised through a cooperative sponsorship. This involves the State agricultural conservation committee, the Michigan State Department of Conservation, Michigan State College Extension Service, county associations in the AAA, the North Central States regional office of the AAA, and the United States Department of Agriculture in Washington.

Construction of the film was begun June 15 when a 16-millimeter camera arrived as a loan from the regional offices. Subsequently, about 1,300 feet of film provided picture high lights from all sections of the State.

Mr. Porter and the men with whom he

worked utilized a Porter "invention." Every piece of continuity was cataloged as it was taken. The film was cut up after the cards were arranged by sequence. Then the various film pieces were labeled and spliced, titles were arranged, and the film went to Washington for copying. Some of the film pieces were obtained from the State department of conservation for interesting phases of the Michigan lumbering history and shots of forest fires and present-day control measures.

One of the admirable phases of the new film is that there are people in action. There is sufficient scenery and wildlife to serve as background, but throughout the various sequences of problems and good practices the film was given sufficient thought in preparation to make action natural and interesting.

Final completion was obtained February 15. Since then the films have been traveling, averaging at least 3 nights a week for each 640-foot reel.

All-Day Meetings

The most interesting single development in the field of rural organization work during the past year was the organization of the South End Community Club in southern Harney County, Oreg., reports J. R. Beck, rural service specialist. Through the efforts of County Agent W. A. Sawyer, the club was started to aid the ranchers in the marketing of their livestock and ranch products and in the buying of ranch supplies. This sparsely settled area which is the center of the livestock industry is the most isolated community in the State, being 150 miles from the county seat and approximately an equal distance from any other sizable community. It is surrounded by desert, high mountains, and millions of acres of public domain. Because of the great distances, the club meetings are held quarterly and continue all day and all night.

Any resident of the south end of Harney County who is 18 or more years of age is eligible for membership upon payment of the annual membership dues of 10 cents. The programs include agricultural subject-matter discussions, dinners, and dancing. They are planned to furnish information of value to the ranchers and ranch women and to provide entertainment for the people of the community. The club also sponsors boys' and girls' activities.

■ Among the health activities of the Ford Run 4-H Club in Barbour County, W. Va., is a hot-lunch program for all school children. A balanced lunch with one or two hot foods is served and the importance of a good daily diet stressed. The club members, along with other students, also do their share in helping to serve attractive meals and are learning the rules of good table etiquette, politeness, and helpfulness, as well.

The Program Goes Over

A. RAYBON SULLIVANT, County Agent, Craighead County, Ark.

■ Civic organizations, the county key banker, local newspapers, and radio station KBTM played an important part in projecting the Craighead County, Ark., extension program in 1939.

The Kiwanis Club created a 4-H Club revolving loan fund through which loans were made to 4-H Club members to purchase purebred pigs, pedigreed cottonseed, dairy calves, feeder calves, and baby chicks. Twelve loans of this type in the amount of \$133.80 were made to 4-H Club members during the year.

All the banks and banking companies have given full support to the county extension program. The bankers insist that their farmer borrowers follow a carefully planned live-at-home program and, further, that they follow a clearly defined farm management plan.

There are two daily newspapers in the city of Jonesboro—the Jonesboro Evening Sun and the Jonesboro Daily Tribune. Each of these daily papers publishes a weekly. The news items from the agricultural extension office

were carried into 2,948 farm homes in the county daily. Two hundred and sixty-seven news items relating to extension and agricultural adjustment activities were released by the county agent during the year.

Radio station KBTM, Jonesboro, installed remote-control facilities in the county agent's private office on March 28, 1936. Since that time, the agricultural extension office spends an allotted 15-minute period daily for broadcasting its program, Farm News and Views. The broadcasting period is from 11:45 a. m. to 12 noon. One hundred and forty-three radio talks were made by the county agent, assistant county agent, and county administrative assistant during 1939. Cooperating agricultural agencies were invited to participate in these broadcasts at intervals.

According to a survey, more than 2,800 Craighead County farmers have radio receiving sets. Radio facilities have provided a quick and effective method of disseminating extension and agricultural adjustment information.

inserted perpendicularly in the groove for display. When these few copies have been distributed, it is a simple matter to reach into the cubbyhole and bring out a few more.

The office clerk keeps a complete list of all bulletins in a loose-leaf notebook that has a column ruled for each month in the year. At the end of each month she puts down the number of bulletins then appearing in the rack and by subtracting from the number of the previous month she can easily tell how many bulletins have been distributed during the month and include this information in the monthly report.

By numbering the bulletins in this manner, it is also possible for the clerk to tell when the supply of any one bulletin is running low and to make a monthly order for replacements. For instance, if number 12 bulletin is on display at the end of the month and 15 are generally ordered, she knows that only a few remain and that she should order another supply. These are again numbered 1 to 15 and placed under any bulletins that may remain from the previous order.

A thin piece of cardboard (squares of Manila folders are good), on which is printed the name and number of the bulletin, may be fastened with thumbtacks to the shelf under each stack of bulletins. Then if someone should take the last bulletin in the stack sometime during the month, the clerk can see at a glance which bulletin needs to be replaced.

We generally rearrange the bulletins twice each year, once in the spring and once in the fall, removing or adding seasonal bulletins, as the case may be, and thus increase the number of bulletins we can display during the year.

The rack makes an attractive and convenient display of bulletins that encourages farmers and their wives to select those in which they are interested. Note the space for magazines at the bottom. The rack was made by boys in the Smith-Hughes class at the local high school and cost us about \$22.50.

A Satisfactory Bulletin Rack

F. L. NIVEN, County Agricultural Agent, Madison-Jefferson Counties, Mont.

■ For a number of years we have been using a bulletin rack which has proved its value. It is similar to that recommended by Irene L. Roberts, home demonstration agent, Muskogee, Okla., in the July 1937 number of the *EXTENSION SERVICE REVIEW* but has some additional features which we like.

Our rack will hold supplies and display 126 regular-size bulletins and in addition has space for 8 mimeographed circulars, 8½ by 11 inches, as well as newspapers and magazines.

The rack is 80 inches high and 72 inches wide. Its end width is 24 inches at the floor and tapers to 12 inches at the top. The shelves are made of ¾-inch lumber and the partitions of plywood. A small piece of plywood 2 inches wide and 6 inches long is tacked to the end of the partition to serve as a guide for holding the bulletin on display.

The biggest difference between our rack and the one described by Miss Roberts in the *REVIEW* is that it is not necessary to have casters or to pull it away from the wall when getting bulletins for display.

We order our bulletins in lots of 15 or 25 copies at a time, depending on popularity, and number each order from 1 to 15 or from

1 to 25, as the case may be. These can all be placed in the cubbyhole immediately behind the space assigned and the first 3 or 4 copies



4-H Club Community Projects

The boys and girls of Lorton 4-H Club in Fairfax County, Va., have done outstanding work in community betterment recently. Besides making 245 improvements on their own home grounds they have transformed the schoolhouse lawn as well. Whereas the schoolhouse looked bleak on bare ground it now nestles snugly in shrubbery on a smooth grass lawn. This improvement was made by digging up 8 truckloads of hard clay from the yard and replacing it with 2 truckloads of manure, 10 truckloads and 150 wheelbarrow loads of woods earth, the wheelbarrow loads having been brought by the boys and girls themselves from nearby woods. The shrubs were bought with the proceeds of a play given by the Dramatic Club and sponsored by the 4-H Club. To complete the effect, a large bed of cannas was planted by the boys and girls.

Newspapers, Radio, and Circular Letters

Publicity, by newspaper articles, radio, and circular letters, is one of the most effective means used by our office in developing extension projects. People read the papers and listen to the radio when they would not come out to meetings. In order to be regular with the news stories so that the papers know when to plan for them, we write news articles for the weekly papers on Monday; and on Friday we write for the farm page of the daily paper which is published with the Saturday edition. During the week, I make notes on items of interest and always plan to write on 3 to 5 different topics. These articles are dictated; and enough copies are typed for the papers, State office, and files. In December, January, and February, we wrote 127 news articles and mailed out 15 circular letters. Last year our annual report showed that we wrote 550 news stories, mailed out 28,586 copies of 126 circular letters and made 109 radio talks. Our radio station has been off the air until just recently, so our radio broadcasts had to be discontinued. We intend to start broadcasting again 3 times a week at about 7 a. m. Farmers or farmers' wives listen to the talks, and much favorable comment has been heard.

Projects which have been helped by our publicity include potato work, crop improvement, livestock sales, and the AAA program.

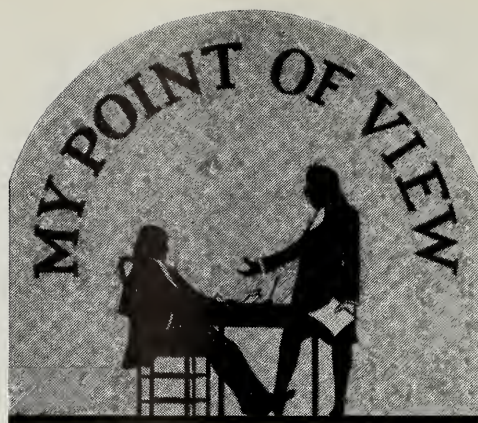
Meetings also have their place, but only a small percentage of the people attend them. The newspaper and radio audience is much larger, with more than 90 percent of the farmers having radios and a majority of them receiving the newspapers of the county.

We feel that news stories, radio talks, and circular letters are a valuable aid in extension education, reaching many more people than meetings would attract.—*John Noonan, county agricultural agent, Codrington County, S. Dak.*

Extension in Perspective

In the early days of extension work, much of the service rendered was of an individual nature done principally by the county extension agent. This later led to working with organized groups, and from organized groups came the development of voluntary local leaders to assist in carrying the information to the communities.

The changes that have taken place in the methods in determining county and community programs of work have followed a similar trend in that during the earlier periods of extension work the programs were drafted primarily by the extension agent with, perhaps, consultation from the sponsoring group which was usually the board of commissioners. It has changed from this type of planning to the use of a larger number of organized groups of farm people, thus bring-



This is a place where agents are invited to express their ideas and opinions about anything which seems important to them. Those things which please, bother, or help one agent in his work are just the things which prove valuable to other agents.

ing the planning closer to the groups affected by the programs being sponsored.

During the earlier days of extension work, most of the emphasis was placed on the production side of agricultural enterprises. However, at the present time it is essential to stress the production side, but at the same time the matter of studying possible markets for commodities raised must also be considered so as to attempt to keep the production more in line with the consumption of the products raised.

The national farm program has changed the extension agent's work considerably in that it is essential that he develop considerable administrative ability in order to keep up with the ever-moving adjustment programs and still maintain what is considered "regular" extension activities. It has offered a wonderful opportunity for reaching a much larger percentage of the farmers and, I believe, will lead to much greater accomplishments if the extension programs and the adjustment programs are properly correlated.

In considering extension as a life profession, my personal opinion is that the greatest weakness at the present time is the lack of a sense of security with no retirement goal for which to work. As far as the work is concerned, it offers a wonderful variety of endeavor and an extreme challenge to any man truly interested in agriculture. A little clearer understanding of the relationship between the AAA and Extension would be helpful, and assistance from specialists should be kept current with new developments in various agricultural fields. I would suggest a short summer session for all extension workers covering "What's New in Agriculture," not only from the standpoint of subject-matter material but also from the standpoint of methods of presentation.—*C. W. Wolla, county agricultural agent, Nelson County, N. Dak.*

Prize Money in the 4-H Club

How shall we use prizes in 4-H Club work? As the 4-H Club work has progressed, all of us have become conscious that the welfare of the whole group is the permanent issue. In many States, now, there is a first merit award for a group making a relatively high score. Here in Pennsylvania, using the point system, those club members who make from 90 to 100 points are eligible for this award; those from 80 to 90 points, second merit awards, the red-ribbon group; and those making 70 to 80, third merit and the white-ribbon group.

It would seem that if this would work well, and it has in this State, this might well be made the basis for cash awards if any are made.

Then again, all 4-H Club workers agree that the award should be the means to the end and not the end in itself. If the amount of money offered as an award is actually greater, let us say, than the entire value of the project activity, certainly the reverse will be true.

Another factor that often comes up is that, relatively speaking, cash awards seem more often to be available for club members in agriculture than for those in homemaking. The county may have and often does have a larger enrollment in homemaking clubs than in agriculture, yet for the latter hundreds of dollars in prizes are offered.

County-wide 4-H achievement days, banquets for mothers and daughters, or perhaps a county-wide banquet for the girls engaged in 4-H Club work help very much. In Pennsylvania the girls in most of the counties of the State hold some or all of the above-mentioned affairs, and they spare no efforts to make them successful. The key to the situation is to make sure that recognition in some form or other is given to both the boys and the girls who take part in the county 4-H Club program.

Very frankly, we know that much of this prize money is given for advertising purposes. It is up to us as leaders to stand firmly on our 4-H objectives, to make clear to donors that this prize money must be used to further the welfare of the boy or the girl. It must be the means to an end and not the end in itself.

My experience has been that by so doing we create a healthy respect for the 4-H Club movement on the part of these donors. They see the light if we state our principles, and usually the results as far as they are concerned are greater than they even anticipated.—*James F. Keim, assistant State club leader, Pennsylvania.*

■ The Extension Service is working with the State chamber of commerce in Vermont in a campaign to improve town reports. Mr. W. A. Dodge, land use specialist of the Extension Service, reports that during the past year officials of 28 towns in various parts of the State have received assistance in this work.

Agent Training in Soil Conservation

■ The coordinated extension program on soil conservation in Illinois was organized in 1936 under a committee composed of representatives from the various subject-matter departments of the college and of other agencies working on soil conservation.

At the time this project was launched, six district schools on soil improvement and erosion control were held for county agents.

The committee which has charge of the extension program on soil conservation recognized from the first that the county agent was the keyman in the county and that any progress made toward better land use would depend on his active leadership. The committee also recognized that if the agent was to be expected to take an active and intelligent leadership in the project in the county, he must be given an opportunity from time to time to review the principles of soil improvement and erosion control and to study the newer developments. With this in mind the committee planned six district schools of 3 days each for county agents. The first day was devoted to a field trip to study the principal soil types of the district, with special emphasis on the characteristics of the various types that are important in soil conservation. The second day was devoted to a field trip designed to give the agents practice in applying agronomy, agricultural engineering, and forestry practices in the improvement of the soil and the control of erosion. They were taken over one or more farms and asked to study specific erosion

problems and to work out practical control measures.

The third day was spent on a selected problem farm where the agents were given an opportunity to study the soil problems and work the various practices into a sound soil-conservation plan for the farm.

The specialists in agricultural engineering, forestry, agricultural economics, and agronomy participated in these schools. The subject of soil fertility was not discussed at any length in the district schools; but, instead, the regular fall extension conference was devoted mainly to a school on soil fertility. A booklet containing the lectures on soil fertility was given to each agent at the close of this school.

After the district school at Albion, the Edwards County agent wrote: "The 3-day soils school was one of the best conferences I ever attended. With soil tied right in with farm planning, the school gave me something I can take to farmers. Although it took me away from work for 3 days, the information and inspiration toward better farm planning will be worth double or more the time taken."

"One of the outstanding events in my 5 years' experience" is the way the Ford County agent describes his attendance at the school. The extension committee will probably plan for additional schools this year. Plans are already under way to hold similar schools for Smith-Hughes teachers.

Demonstrations Still Convince

"Ten years of county agent work and my present work as specialist in animal husbandry have shown me that demonstrations carry a distinct appeal and have a high educational value. In this article I have tried to analyze the reasons why," writes James J. Lacey, of Wisconsin, in submitting the following article.

■ Effective teaching in extension work may be done through word pictures. It may be accomplished through sound argumentation. It may be achieved through the use of countless references to success that has resulted from following advocated methods. It may be brought about by appeal to sentiment or emotion, but 20 years of teaching in the field has sold to me most thoroughly the value of the demonstration as a teaching factor. There is still unquestionable truth in the terse "Demonstrations convince."

One of the underlying values of the demonstration is its ability to attract attendance.

The demonstration, advertised as such, appears to carry superior drawing power for the rural areas; and, as one essential in effective teaching is the presence of a class, the meeting at which something is to be demonstrated has won the first round through attraction of superior numbers. Experience in animal-husbandry work has borne out the truth of this statement. Regardless of the type of demonstration to be presented, the power of attraction is great.

Based on this knowledge, for the past 10 years every meeting at which some feature of livestock work could be demonstrated has

been listed as a demonstration in publicity. A sheep-shearing contest may have little appeal, but a shearing demonstration produces results in numbers present. A discussion on swine sanitation will bring out a corporal's guard, but a demonstration is never a flop. A meeting on "The Farm Meat Supply" may be a drab and poorly attended affair, but a meat-cutting or butchering demonstration will cause a turn-out that is inspiring to see. Our records support these statements.

The second underlying value of the demonstration is its ease of holding attention. Motion attracts. It does in any meeting. The value of a chart quite often lies not in the material thereon but in its role as a stimulant to attention caused by the movements of the speaker in its use. Equipment used in showing methods of application never fails to keep alive the mental participation of the onlooker.

A third and probably the most important value of the demonstration is its permanence of educational effect. What the rural audience is told remains impressed upon its mind less vividly than what it sees. Words, no matter how artfully employed, cannot replace the glimpse that prints an everlasting record.

Contrasts that are impossible of portrayal by description are easily seen when objects compared are present. In livestock meetings, demonstrations on type have been extremely useful in showing the advantages of size, conformation, and finish. No specifications could be given in verbal form that would convey the clear-cut comparisons that are made possible through the use of living examples. The effect, in retention of contrast, is outstanding.

Because of these advantages of attraction, retention of audience interest, and permanence of teaching value, the extension phase of animal-husbandry work in Wisconsin has relied to an ever-increasing extent upon the demonstration as a reliable teaching agency. In production circles, the principles of feeding, breeding, housing, management, and market disposal have been emphasized through demonstrational channels.

Parasite control in sheep has been brought to the attention of flock owners through the meetings at which portable dipping and drenching equipment has been shown in operation. Attendance has been excellent. Interest has been keen and results have been pronounced. Forty thousand sheep were dipped and drenched in Wisconsin by portable outfits in 1939. Four hundred flock owners attended 22 meetings in 10 counties.

Other examples that carry equal evidence could be given. The action and the life of the demonstration has made it the show window of animal husbandry extension teaching. It has been built up as an attention getter. It has been developed as a focal center to maintain interest. It has been used as a means of purposeful education when permanence was desired.

Do People Read Post Cards?

MILDRED B. SMITH, University of Connecticut

■ Extension agents use many post cards and wonder how effective they are.

In the process of disposing of the files of a former member of our department, we have unwittingly made some discoveries about the efficacy of using post cards as a means of obtaining information.

After going over the large quantity of bulletins and absorbing many of them into the departmental library, we found that there were still a large number of what looked like useful and even valuable publications, most of which dated back to the twenties. We thought it quite possible that many of these would be out of print and still in demand. We, therefore, sent cards to all the experiment stations issuing them, saying simply: "We have duplicate copies of the following bulletins issued at your station. Do you wish us to return these to you?"

The cards were run off on a duplicating machine, and the quantity and numbers of the bulletins were filled in by hand in the blank spaces.

Replies began to filter in, a few cards and letters asking us to return the bulletins and thanking us for our trouble. And then—bulletins began to arrive, bulletins from all parts of the country. One experiment station notified us that we would have to send 10 cents if we wanted a certain bulletin. Several wrote that bulletins 150, 200, or 250 were out of print. But we had not written for any bulletins! And then the light dawned—the handwriting on the cards looked just like the handwriting on hundreds of cards that are mailed requesting bulletins. Our post card

was just one of many in a pile on the desk of someone in the mailing room who had the uninspiring task of sending out bulletins.

But some of our cards were read. I began to keep the score of the "readers" and the "nonreaders." It was like a close basketball game; one side would be one point ahead only to drop behind when the next mail came in. Two stations enclosed stamps and several sent addressed envelopes. Several wrote very courteous letters or notes which compensated us for our trouble.

My next logical thought was that if we had written something on each card to attract the attention of the reader, all of the recipients would have been "readers." Then I remembered that we did this on one card. We had a large quantity of bulletins from one station; so on their card we added a note asking if we might return the bulletins express collect. This question standing out in black ink should have caught someone's eye. But no, we received one copy each of the bulletins listed that were still available.

The final score to date of the 40 cards sent out is: Readers of messages on post cards, 15; nonreaders, 16; no reply at all, 9.

I do not see any solution to this minor problem. If it had been a question of whether or not we should write 40 personal letters to the stations, we should most certainly not have taken the time necessary. We should have thrown all the bulletins into the wastebasket, and 31 instead of 16 stations would have remained in ignorance of the fact that there were some of their old bulletins at their disposal.

7. Inform college staff members on the problems of low-income farmers through information obtained by the experiment station and the Extension Service through conferences arranged between staff members and FSA officials.

8. Cooperate with the FSA in disseminating press and radio releases of factual information to Iowa people.

What County Agents Can Do

1. Provide for district meetings of FSA workers with field agents to discuss mutual problems.

2. Bring about a better understanding of the low-income farmers' problems through the work of the county land use planning committees. It is hoped that these committees will suggest means for contributing to the solution of these problems.

3. Assist county FSA committees and workers in the selection of cooperators.

4. Work out with the FSA supervisors the activities in which cooperator families would be especially interested.

5. Assist in the rehabilitation of cooperators by giving the capable ones leadership responsibility. This should be done in consultation with FSA supervisors.

6. Make special effort to enroll the children of the farm security cooperators in those types of club projects best suited to their needs.

7. Set up and conduct farm tours for cooperators to demonstrate suitable farm and home management practices.

8. Assist in conducting meetings and demonstrations especially designed for farm security homemakers.

9. Provide bulletins and other technical information for farm security cooperators. (It will be the policy that all technical information used by FSA supervisors will be prepared in cooperation with State and local extension representatives.)

10. County news releases will be supplied to the county agents' offices by FSA supervisors.

The committee report was characterized by H. W. Anway, State FSA head, as the most constructive step toward coordination of Extension-Farm Security effort which he had heard of anywhere in the country.

Many of the suggestions contained in the report have already been put into effect. The committee was composed of E. F. Graff, district agent, chairman; Miss Fannie Gannon, home management specialist; and L. G. Allbaugh, farm management specialist.

■ Delegates to the South Dakota older-youth conference enjoyed a camera school with instruction on how to compose and take a good picture. They also made a tour through the Peabody flower gardens where the young people used their cameras under the supervision of the visual education specialist, Earl Bales.

Cooperating With FSA

■ Definite steps to be followed by Iowa extension specialists and field agents in achieving closer cooperation with the State Farm Security Administration are laid out in a special committee report recently sent to all extension staff members in the State by R. K. Bliss, extension director.

The report, prepared by a committee appointed some months ago to study ways and means of promoting closer coordination of effort between the two agencies, gives the following suggestions:

1. Each agency study the problems of low-income farmers through special meetings and farm visits, looking into such matters as

equipment, capital investment, and simplification of subject-matter presentation.

2. Make analyses of farm and home management programs on tenant purchase farms in each type of farming area as a basis for sound recommendations for farm ownership.

3. Study cooperative activities in which the Farm Security Administration may find an interest.

4. Assist in training the FSA staff through State and district conferences.

5. Conduct a limited number of meetings and demonstrations with groups of farm security cooperators.

6. Advise as to subject matter and methods of presentation to cooperators.

New and Revised Film Strips Ready

■ The following film strips have been completed by the Extension Service in cooperation with the Bureaus of Animal Industry, Entomology and Plant Quarantine, and Plant Industry; the Soil Conservation Service; and the Agricultural Marketing Service. The film strips may be purchased at the prices indicated from Photo Lab, Inc., 3825 Georgia Avenue NW., Washington, D. C., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Extension Service.

Series 562. *Wildlife Management Through Soil Conservation in the Northeast*.—Illustrates the wildlife-management phase of the coordinated soil- and moisture-conservation program of the Soil Conservation Service and shows how vegetative plantations not only control erosion but also aid in the protection of wildlife species and in so doing contribute to an increase in numbers. 50 frames, 50 cents.

Series 568. *Conserving Southwestern Ohio Soil*.—This series shows how soil resources are depleted by leaching, erosion, and the growing of crops, and illustrates the control of all factors that lead to depletion. 39 frames, 50 cents.

Series 570. *Farm Woods—A Safe Crop for Steep Land, Upper Mississippi Valley*.—Illustrates the place of farm woodlands as a phase of the coordinated erosion-control program. The strip shows how trees may be used along with other measures in halting gully erosion and erosion on steep slopes, and points out how farmers may plant and harvest trees to good advantage. 31 frames, 50 cents.

Series 571. *Preparing Turkeys for Market*.—Illustrates the selection and handling of birds to be killed and dressed. This series is one of three dealing with the marketing of turkeys. 46 frames, 50 cents.

Series 572. *Corn Belt Farmers Fight Erosion*.—Illustrates some common causes of soil erosion in the Corn Belt and practices that farmers in this region have found valuable in preventing and checking erosion. 43 frames, 50 cents.

Series 573. *Trichinosis—A Disease Easily Prevented*.—This series of pictures was prepared to caution the public regarding the danger of trichinosis and to aid in a better understanding of its cause and prevention. 31 frames, 50 cents.

Series 576. *Fighting Erosion with Terraces*.—Illustrates how terraces, as one phase of a coordinated soil- and moisture-conservation program, may be used by the farmer for the prevention and control of erosion. 39 frames, 50 cents.

Series 584. *The Cotton Flea Hopper and Its Control*.—Illustrates the life habits of the cotton flea hopper, the damage it causes, and methods of control. 43 frames, 50 cents.

Series 587. *Planning Our Family Life*.—Illustrates the democratic form of family life and indicates the relationships within the family group that grow out of the daily affairs on the farm. The pictures show how parents encourage children to participate in planning the farm and home programs and use each situation as a training experience for them. One family group is followed through most of the series. 59 frames, 55 cents.

Revisions

The following series have been revised and brought up to date. Users of the illustrated lectures should be sure that they have the latest revision, thus making use of the latest knowledge the Department has to offer. Old film strips and lecture notes should be discarded to avoid conflicts.

Series 36. *The Peanut*.—Supplements Farmers' Bulletin No. 1656, Peanut Growing, and Circular No. 384, Making and Using Peanut Butter, and illustrates the principal phases of the growing and marketing of peanuts. 63 frames, 55 cents.

Series 141. *Breeds of Sheep*.—Supplements Farmers' Bulletin 576, Breeds of Sheep for the Farm. 56 frames, 55 cents. The lecture notes for this series are still under preparation. However, the strip is self-explanatory and can be used.

Series 151. *The Anatomy of the Honeybee*.—Illustrates the anatomy of the honeybee. 33 frames, 50 cents.

Series 273. *Roadside Marketing*.—Illustrates types of roadside markets, market displays, and signs and advertising relating to sales. It was prepared through the courtesy of the Michigan and New York State Colleges of Agriculture, the Massachusetts and New Jersey State Departments of Agriculture, and the University of New Hampshire. 61 frames, 55 cents.

Series 345. *Marketing Farm Home Products*.—Illustrates how farm women and girls, under guidance of home demonstration agents, have learned to standardize and market many farm-home products. 73 frames, 60 cents.

A Dream Comes True

What had been for 20 years a cherished dream of county 4-H Club members, parents, leaders, and workers became an accomplished fact in the autumn of 1939 when a new 4-H Club building, 40 by 120 feet, was constructed on the Martin County fairgrounds at Fairmont, Minn., reports Hilda L. Thurston, 4-H Club leader.

In April 1939 the county had no club building and no funds for one but, on August 13 a \$4,000 building was dedicated, free of any debt, and equipped for use! How the money poured in is a dramatic story.

The first funds donated, \$1,500, came as a gift from an inactive shipping association of Fairmont, Minn., many members of which were 4-H parents. Three other dormant county shipping associations then voted to contribute part or all of their treasury to the cause, and the fund was increased to \$2,375.64. The Martin County Farm Bureau followed with an additional \$850.

The county fair board donated a concrete platform estimated at \$1,000 in value and extended a 50-year lease on the ground to the 4-H boys and girls.

The 23 4-H Clubs of the county contributed \$350 to be used for equipment in the building.

As the pledges and funds were obtained a building committee was organized in May consisting of one representative of each contributing group.

A local law firm acted as legal adviser, and contributed its services in drawing up the contracts for both the building and electrical wiring, as well as the forms for the necessary bonds.

Actual construction work began immediately after the Fourth of July, and the building was completed on August 10.

The building consists of an exhibit hall, a large dining room, and an upstairs dormitory. It is so constructed that additions to the building may be made in years to come. The large exhibit room contains a demonstration platform, an office, booths for 12 individual club exhibits, and 5 large booths for clothing and room furnishing, with removable partitions, so that the entire room may be used for recreation.

Gifts from members, friends, and local civic as well as rural groups consisted of folding chairs, demonstration tables, piano, commercial printing set, an electric range, dishes, pressure cookers, linoleum, drapes, and an oil burner.

The 23 clubs diffused through every township in the county now have their home and headquarters, which is a centering point of common interest to every one of the more than 700 members. Of course they are very happy, and so are their devoted adult leaders and parents.

■ The farm unit demonstration program was inaugurated in Arkansas in 1937 with 14 families in 14 counties selected as the first demonstrators. Today there are 187 families in 52 counties cooperating in this long-time program designed to develop a balanced system of farming participated in by the entire family.

■ During the past year in Georgia, 9,050 adult Negro women in 390 home demonstration clubs and 14,626 boys and girls in 580 Negro 4-H Clubs carried on projects in health, sanitation, clothing, nutrition, food preservation, home improvement, and home industries.



25 Years of Service

This month Reuben Brigham, Assistant Director of Extension, joins the select rank of those who have been in the Service for 25 years. On June 1, 1915, he was appointed extension editor and State boys' club agent for the State of Maryland. Under his care were 320 boys in corn clubs and 22 in potato clubs. The possibilities in 4-H Club work fired Mr. Brigham with an enthusiasm which he has never lost. Today he follows closely the development of 4-H Clubs, taking an active part in the formulation of national policies for extension work with young people.

In 1917, he came to the Department of Agriculture to take charge of preparing visual and editorial material for the use of extension workers. He established the Extension Service Review and was the first editor, setting the pattern which has been followed in developing the present magazine. In 1937, he became assistant director of extension work, and during the past 3 years has devoted his energies to a more effective coordination of the various action programs which require the active cooperation of extension workers. Much of the progress which has been made in this field is due to his untiring efforts.

The Passing of a Pioneer

Southall Farrar, 69 years old, one of the leaders of extension work in Virginia since its very beginning, a Virginian by birth and a lifelong resident, and one who gave of his best to the development of agriculture from 1907 almost to the very hour of his death, died suddenly at a hotel in Richmond, February 3. He was an extension worker for nearly 33 years.

Mr. Farrar was the first to organize club work among farm boys in Virginia. In 1909 he enrolled 100 boys in corn clubs in Dinwiddie and Chesterfield Counties. The afternoon before his death he had a meeting with a 4-H Club group to make plans for the summer camps for club members in his district which included most of the counties in south-side Virginia. He began extension work October 1, 1907, as a demonstration agent in the work organized by Dr. Seaman A. Knapp. He was the second appointee as an extension worker in Virginia, preceded only by the late T. O. Sandy; and, as he was reared on a farm, he often said with great pride: "I have been a farmer all my life." In 1908 he was made assistant State agent and 2 years later became the first district agent in extension work in Virginia.

Although Mr. Farrar was interested in every phase of extension work, particularly in boys' club work, during the last years of his service he became intensely interested in the live-at-home program for his district and emphasized always the necessity for Virginia farmers and farm women to raise enough food and feed for the farm and home. His enthusiasm spread to other extension workers; and, in the next few years, when Virginia people have come to understand and carry out this live-at-home program, it will be due largely to Southall Farrar.

Mr. Farrar was the typical Virginia gentleman, not of the "old school" because he believed thoroughly in modern methods of farming and homekeeping, but because of his friendliness, sincerity, and loyalty to his friends, his high standards of personal living as member and vestryman of the Episcopal Church.

John R. Hutcheson, director of the extension division and lifelong personal friend of Mr. Farrar, said in announcing his death: "All who knew him loved him, and I know each extension worker in Virginia will try to do everything possible to further the great work which he started."

Authorized To Use the 4-H Emblem

Since the list was published in February of persons and organizations authorized by the Secretary of Agriculture to use the 4-H Club name and emblem, the following names have been added:

Superior, Inc., Piqua, Ohio, manufacturers of knit and cloth garments. Granted authorization to use the 4-H Club emblem on sweaters and sweat shirts distributed through the National Committee on Boys' and Girls' Club Work, Chicago, Ill.

Wheeler Manufacturing Co., Berkeley, Calif. Authorization granted to use the 4-H Club emblem on pennants, arm bands, and caps distributed to 4-H Club workers and members in California and other Western States.

Oliver Kahse, Inc., 1048 University Avenue, Rochester, N. Y. Granted authorization to continue the manufacture and sale of specific 4-H Club pins. Authorization was first granted in 1931 and renewed in 1935.

The L. G. Balfour Co., Attleboro, Mass. Granted authorization to continue the manufacture and sale of a specific 4-H Club pin. Authorization was first granted in 1935.

S-C-S Box Co., Inc., Palmer, Mass., manufacturers of egg cartons. Granted authorization to use the 4-H Club emblem on egg cartons for sale to 4-H Club members on orders of State club leaders or county extension workers.

Michigan Farmer, 1362 Lafayette Avenue, West Detroit, Mich. Authorized to use 4-H Club emblem on the heading of the column entitled "4-H Club Doings," which is prepared by the State 4-H staff at Michigan State College.

Oliver-Semesan Co., Inc., Dupont Building, Wilmington, Del. Granted authorization to use the 4-H Club emblem on motion-picture film.

Melville Co., Portland, Mich. Granted authorization to use the 4-H Club emblem on felt insignia upon orders from extension agents only.

Josten's, Owatonna, Minn. Granted authorization to use the 4-H Club name and emblem in the manufacture of cast bronze tablets, plaques and loving cups on orders from extension agents only.

4-H Trees Planted

In New York, Niagara County, with 79,000 trees, takes the lead from Oneida and Erie Counties in the number of forest trees ordered for 4-H Club planting in the spring of 1940. Oneida has ordered 53,000 and Erie, 60,000. Delaware County, moreover, has moved into second place with 68,000 trees.

Trees will be planted in 45 counties. Under an agreement with the State conservation department, each young tree planter may obtain, just once, a thousand free trees to start a demonstration plantation.

At the end of this spring's planting of 1,135,000 trees, the total set out by 4-H Club members in the State since 1926 will reach 14,934,000 trees.

A Plea for the Red Cross

The Red Cross brings its message to extension workers in the words of President Roosevelt, who said, "Please—I beg you—give to your Red Cross chapter. Give as generously as you can. I ask this in the name of our common humanity." The Red Cross serves the innocent victims of Europe's war—more than 5 million hungry and homeless women, children, and old men must depend on the American Red Cross for help.

New Library Bulletin

Nearly 39 million rural Americans still lack public-library service of any kind; and rural people, like others, want to use good books for many reasons. Believing, therefore, that access to good reading materials is essential to rural progress, the Bureau of Agricultural Economics asked the American Library Association to cooperate with it in the preparation of a bulletin.

United States Department of Agriculture Farmers' Bulletin No. 1847, entitled "Rural Library Service," describes some of the library services now at work, such as traveling book automobiles to remote sections, branch book collections at convenient points, and even books by mail. It also suggests how rural communities and farm families without such services can help to obtain them for their people.

Keeping Mailing Lists Up to Date

As there is a large quantity of mail sent out in penalty envelopes by cooperative employees that remains undelivered or is delayed in delivery because of incorrect address, the Post Office Department and the National Rural Letter Carriers Association have appealed to all cooperative extension workers who use the penalty envelope to avail themselves of the correction service of the post office in order to keep mailing lists up to date.

This is done by periodically sending the mailing list in to the local post office, where, upon request, it will be corrected and returned to the sender, free of charge. Each name should be on a separate card instead of listed on a sheet of paper, and the cards mailed to the post office. Extension workers will also find it helpful to cooperate with the rural mail carrier in keeping mailing lists up to date.

ON THE CALENDAR

- Pre-convention Meeting for All Home Economics Extension Workers, Cedar Point, Ohio, June 21-23.
- American Home Economics Association Annual Meeting, Cleveland, Ohio, June 23-27.
- Seventy-seventh Annual Convention of the National Education Association, Milwaukee, Wis., June 29-July 4.
- National AAA Conference, U. S. Department of Agriculture, Washington, D. C., July 10-12.
- Annual Conference of the American Association of Agricultural College Editors, Fort Collins, Colo., July 27-August 3.
- American Psychological Association, Pennsylvania State College, State College, Pa., September 4-7.
- Twenty-fourth Annual Eastern States Exposition, Springfield, Mass., September 15-21.

IN BRIEF

4-H Club Makes Community Park

The Triangle 4-H Club in Fairfax County, Va., won the award recently for the outstanding community project. For 50 years the community had owned a 5-acre tract of wooded land with a stream running through, but nothing had ever been done with it. The entire club worked 10 hours each club day partially clearing the woods, building two small bridges across the stream, and setting up a stone fireplace. Three tons of gray stone and a ton of sand were donated for the fireplace and after digging the foundation themselves, the boys set the stones with the aid of an experienced stone setter. A grate, consisting of a 15-foot reinforcing rod and angle irons from a baby's crib, was then cemented into place. As a result of these efforts the whole community has a picnic park which it can enjoy.

Record 4-H Enrollment

4-H enrollment reached a new high in 1939, with more than 1,381,500 boys and girls listed as members in some 79,500 clubs in the 48 States, Alaska, Hawaii, and Puerto Rico, according to figures compiled from the annual reports of extension workers. This record membership represents an increase of more than 95,000 members over the preceding year. With approximately 555,600 boys and girls becoming club members for the first time last year, more than 8 million boys and girls in all have received 4-H training since the work became Nation-wide in 1914.

Negro 4-H Activities

With more than 1,500 members enrolled in the project, Georgia Negro 4-H Club boys and girls are entering their fourth year of wildlife activities, according to a report by Alexander Hulse, Negro State club agent. In addition to the wildlife project, 221 Negro club members are participating in forestry projects. These club members are learning such things as the value of planting grain for wildlife, studying native plants, trees, birds, and insects, and constructing bird houses, also the importance of fire-prevention precautions. Emphasis is being placed on the value of game birds in helping farmers to destroy insects and on teaching the Negro club members how to preserve game by feeding and taking care of it during the summer when the birds are being prepared for the hunting season.

Corn and Pigs Popular

Corn was the only agricultural project that attracted club enrollment in every county in Indiana last year. Although corn club members were enrolled in every Hoosier county, the pig project proved to be the most popular from the point of total enrollment of the boys' projects. There were 5,669 members enrolled in the pig club last year as compared to 4,011 in the corn project. Last year was the third successive season for Hoosier 4-H corn club members to grow large yields, with many turning in 100-bushel per acre reports. Four counties had more than 100 members enrolled in the 4-H corn club. They were: Clinton County, 129 members; Rush County, 123 members; Tippecanoe County, 121 members; and Madison County, 112 members.

Negro Paper

The Negro Farmer, is the name of a new monthly paper put out by the Negro Division of the Alabama Extension Service. Published at the Tuskegee Institute headquarters, this paper is designed to reach the thousands of Negro farmers in the South and keep them posted on extension activities. T. M. Campbell, editor, received many letters of congratulation from educational leaders in all parts of the country after the first number was published.

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HEALTH AND COMFORT OF FARM FAMILIES on one hand and INCREASED CONSUMPTION OF COTTON on the other are served by the United States Department of Agriculture's cotton mattress demonstration program.

For years farm families have been making mattresses from home-grown cotton and mattress making is an established Extension Service demonstration in many States.

Under the plan, the Federal Surplus Commodities Corporation furnishes cotton and cotton ticking to low-income families certified by county AAA (or ACP) committees. General direction of the program and instruction in mattress making is the contribution of the Extension Service.

The program was launched in 60 counties in 12 cotton-producing States. Its immediate success has led to its expansion in less than 2 months to more than 808 counties in these and 5 more States, with more than 545,238 farm families certified to receive free cotton mattress material, and 36,257 mattresses already completed.

"Make or Buy a Mattress" is available for distribution. Write to the Extension Service, United States Department of Agriculture. Some of the State extension services have also published bulletins on the subject of mattress making.

